

THE UNIVERSITY ASSOCIATION FOR PROFESSIONAL
RADIO EDUCATION

Standards for Admission and Membership

(Revised in Chicago meeting, April 11, 1949)



The standards set forth herein are to be considered as the minimum standards of the members of the Association. There is a range between the minimum and possible optimum which should provide each member institution with an adequate opportunity to develop its own facilities and services according to its particular needs and resources. The standards recommended below, therefore, stand only as an irreducible minimum required for the maintenance of good standing.

CURRICULUM

1. A four-year college or university program leading to the Bachelor's degree.

The Association recognizes the primacy and importance of a broad cultural education. It agrees that professional education in radio broadcasting should be based upon those concepts and attitudes of study and research which are fundamental to a liberal education.

2. Approximately 1/5 of the total credit hours earned to be in specific radio areas.

The Association believes that a sound professional training program involves the mastery of certain specialized skills, techniques, and content areas. Therefore, the concentration of approximately 1/5 of the total earned credit hours in specialized radio core areas is recommended.

3. Definite core areas recommended for all radio majors.

The Association feels that a "radio major", graduated by any member institution, should have had at least these types of experiences:

- a. Introduction (or Orientation) to Radio -

A study of the history, organization, structure, and development of radio broadcasting as a medium of communication. Its social, political, economic, and cultural significance. The international systems allied industries; and the development of critical and evaluative listening standards.

- b. Continuity Writing -
A study of all forms of non-dramatic radio writing, including music continuity, talks, programs, audience participation programs, feature programs, and commercial continuity. The course is intended to develop effective communication by means of expository, narrative, and persuasive writing for oral presentation.
- c. Announcing -
A study of microphone techniques, and the analysis and interpretation of copy. Practice in announcing all types of copy, methods of interviewing, and conducting various types of talks and audience participation programs. (Should include, or be preceded by, intensive work in voice and diction.)
- d. Radio Advertising and Sales -
A study of the rate structure and methods of selling programs and time for local, regional and clear-channel stations. Relationship of radio advertising to other media. Organization of the sales staff and the technique of selling and servicing commercial accounts.
- e. Program Planning and Building -
A study of the objectives, values, and methods of local, regional, and clear-channel station commercial and public service programming. Problems in audience measurement and the analysis of markets, coverage and station facilities. Case studies and assignments in the building and presentation of original program ideas for the various types of stations.
- f. Production-
A study of the nature and function of sound, acoustics, studios, microphones, and speech input equipment. Methods and principles of organizing, scheduling, rehearsing, timing, editing, and broadcasting of all non-dramatic program types in common use. Problems and practice in the development of production skills.

Other courses in radio, beyond this specific core, may be elected as desired in accordance with the student's individual interests, capacities, and abilities.

STAFF

The Association believes that radio courses should be under the supervision of persons who have professional understanding and standards with a proved expertness in their fields of specialization, as

well as who possess the necessary academic qualifications and background required of educators. This staff should represent a healthy balance among those having experience in commercial and non-commercial broadcasting activities.

The Association recommends that frequent refresher courses or opportunities for training within the industry be made available to the staff, along with the normal opportunities for academic growth and development.

EQUIPMENT

The Association agrees that adequate technical equipment must be provided, and made available for use, by the department or school of radio. This equipment should be of broadcast standard and quality, and should be maintained in good working order. The members of the Association have compiled a recommended list of equipment which they regard as a necessary minimum. This list will be found in Appendix A.

LABORATORY

The Association recognizes the need for adequately organized and conducted laboratories in radio broadcasting techniques and procedures. Such laboratories should be a required part of the course of study, and provide the students with opportunities for participation and experience in the programming, handling and production of all types of programs, similar to the continuous flow of material which exists in the daily procedures of standard station operation. The Association therefore recommends the following:

1. Some type of outlet for radio broadcasting:
 - a. A university operated radio station, to which radio students have adequate access; or
 - b. Regularly scheduled broadcasts over commercial stations; or
 - c. Wired wireless broadcasting to the campus.
2. Either as a function of one of the above, or as a separate laboratory monitored only, logged broadcasting should be a regularly scheduled activity.

APPENDIX A

The following list of equipment is suggested:

1. Two studios built to broadcast standards, with sufficient microphones to operate.
2. At least one control room.
3. Recording equipment adequate to transcribe a continuous half-hour program.
4. Two playbacks or transcription turntables of standard broadcast type, separate from the recording system.
5. Facilities for remote pickups.
6. One sound effects wagon or sound truck.
7. Standard manual sound effects necessary to the production of all types of programs; e.g. door unit, walk box, splash tank, buzzer board, telephone, crash box, etc.
8. Library of sound effects records.
9. Library of recorded and transcribed music sufficient in range and quality to permit the building of all types of programs.
10. A piano and/or electric organ.
11. Teletype news machine and wire service.
12. Available books, pamphlets, trade journals, periodicals and transcribed reference materials adequate to serve the courses of study.

CONSTITUTION

THE UNIVERSITY ASSOCIATION FOR PROFESSIONAL RADIO EDUCATION

(Revised in the Chicago Meeting, April 11, 1949)

PREAMBLE

1 We recognize radio broadcasting as a powerful and significant force in
2 the lives of our people, and the American system of broadcasting
3 as particularly suited to their needs and desires:
4 We believe, therefore, that colleges and universities, in fulfilling
5 their obligation to serve the needs of the American people, should
6 channel into this medium men and women alert to their duties as
7 citizens and capable of assuming productive and responsible roles
8 in broadcasting;
9 We acknowledge the existence of a group of colleges and universities,
10 alert to these responsibilities and presently maintaining within
11 reasonable limitations, a similar pattern of plans and procedures
12 for professional radio education:
13 We believe, further, that an association of such colleges and uni-
14 versities would be of mutual benefit to the professional radio
15 education found within these same institutions and to the
16 profession for which they train;
17 For these purposes, and to these ends, we hereby establish the
18 University Association for Professional Radio Education,
19 declaring our intent to maintain and foster in our colleges and
20 universities, areas and standards of professional radio education
21 that will produce such men and women as can command the respect of
22 the colleges which graduate them and the industry that employs
23 them.

ARTICLE I

Name

1 The name of this organization shall be The University Association for
2 Professional Radio Education.

ARTICLE II

Purposes

3 The purpose of this organization shall be to improve in our colleges
4 and universities the standards of training for the profession of
5 broadcasting; to promote and maintain a proper relationship with
6 American broadcasting; and to develop appropriate methods for the
7 advancement of professional training in all phases of broadcasting.

ARTICLE III

Membership

8 Section I. The membership of the Association shall consist of two
9 classes -- active and associate. Membership shall be open to all
10 qualified institutions. All members shall be recommended by the
11 standing committee on Membership and approved by the Board of
12 Directors.

13 Section II. Active Members. Active membership is open to four year
14 colleges and universities having regularly organized schools,
15 departments, or course sequences in broadcasting. Eligibility for
16 this class of membership shall be predicated upon the institution's
17 membership in one of the following general accrediting associations.
18 Association of American Universities, New England Association of
19 Colleges and Secondary Schools, North Central Association,

1 Middle States Association of Colleges, Southern Association of
2 Colleges, and Northwest Association of Secondary and Higher Schools.
3 Further eligibility shall be fixed by the Board of Directors upon
4 the findings of the standing committee on Standards. An active
5 member is entitled to one vote, to be cast by its designated repre-
6 sentative.

7 Section III. Associate Members. Associate membership is open to
8 accredited four year colleges and universities not meeting the re-
9 quirements for active membership but having well-defined areas of
10 intensified training in broadcasting, compatible with the purposes
11 of this Association. Eligibility for this class of membership
12 shall be fixed by the Board of Directors upon the findings of the
13 standing committee upon Standards. The Associate Member does not
14 have a vote.

ARTICLE IV

Administration

15 Section I. The Board of Directors shall consist of eleven persons,
16 three to be elected each year for three-year terms from among the
17 designated representatives of the active membership, and two to be
18 appointed by the President of the National Association of Broad-
19 casters, one each year for a two-year term.

20 Section II. The Executive Officers shall be the President, the Vice
21 President, the Secretary, and the Treasurer, who shall be chosen
22 by ballot of the voting membership annually from among the elected
23 personnel of the Board of Directors.

1 Section III. An Executive Secretary may be appointed by the President
2 with the approval of the Board of Directors.

ARTICLE V

Duties of Officers

3 Section I. The Executive Officers shall perform the duties us
4 pertaining to their offices.

5 Section II. Except as directed by the annual meeting and subject to
6 the Constitutions and By-Laws, the Board of Directors shall have
7 power to manage, operate, and direct the affairs of the Association.
8 The actions of the Board of Directors shall be reported to the
9 Association in annual meeting.

ARTICLE VI

Quorum

10 Section I. The designated representatives of at least fifty per cent
11 of the active membership shall constitute a quorum for the trans-
12 action of business, provided all active members have been duly
13 notified of such meeting.

14 Section II. A majority of the Board of Directors shall constitute a
15 quorum for the transaction of business.

ARTICLE VII

General Guide

16 Section I. The Association shall be guided by Robert's Rules of Order
17 at all points not expressly provided for in this Constitution.

ARTICLE VIII

By-Laws

1 Section I. The Association may enact By-Laws for its own government,
2 not inconsistent with the provisions thereof.

ARTICLE IX

Amendments

3 Section I. This Constitution may be amended by a two-thirds vote of
4 the membership.

5 Section II. All proposed amendments must be submitted in writing to
6 the Secretary at least forty-five days prior to the date of
7 balloting.

8 Section III. The Secretary shall submit all proposed amendments to
9 all members of the Association in printed or mimeographed form
10 at least thirty days prior to the date of balloting.

ARTICLE X

Effective Date of Constitution

11 Section I. The Constitution shall be declared in effect upon its
12 ratification by nine of the institutions herein represented.

BY-LAWS

ARTICLE I

Standing Committees

13 Section I. There shall be a standing committee on Standards made up
14 of five members. The President of the Association and one
15 National Association of Broadcasting representative board member
16 shall be members of the committee. The remaining three members

1 of the committee shall be elected from the roster of the
2 active members, one each year for a three-year term.

3 Section II. There shall be a standing committee on Membership
4 made up of five members. The President of the Association and
5 one National Association of Broadcasters representative Board
6 member shall be members of the Committee. The remaining three
7 members of the Committee shall be elected from the roster of
8 active members, one each year for a three-year term.

ARTICLE II

Vacancies

9 Section I. Whenever an elected executive officer or a member of
10 the Board of Directors ceases to be a full-time employee of
11 a member institution, his office shall be declared vacant
12 by the Board of Directors.

ARTICLE III

Dues

13 Section I. Dues of active members shall be twenty-five dollars a year.
14 Section II. New members shall be assessed a membership fee of twenty-
15 five dollars upon their admission to the Association, but shall
16 be assessed no dues until the fiscal year following their
17 admission.

ARTICLE IV

Fiscal Policy

18 Section I. The fiscal year of the Association shall be from July 1
19 to June 30.

- 1 Section II. Statements of dues shall be sent by the Secretary to
2 all members at the first of each fiscal year of the Association
3 and must be paid within three months.
- 4 Section III. Any member whose dues are unpaid for the preceding year
5 shall be dropped from the membership list after due warning.
- 6 Section IV. The Treasurer shall keep an accounting of all funds and
7 shall make proper disbursement upon the order of the President.

ARTICLE V

Elections

- 8 Section I. Directors representing the voting membership shall be
9 chosen by preferential ballot at the annual meeting.
- 10 Section II. When an interim vacancy occurs among the elected dir-
11 ectors, the President shall appoint a successor to fill the
12 term, subject to the approval of the Board of Directors.

ARTICLE VI

Annual Meeting

- 13 Section I. The annual meeting shall be held at such time and place
14 as shall be designated by the Board of Directors.
- 15 Section II. All members shall be notified by the Secretary in writing
16 of the designated time and place for the annual meeting. Such
17 notification shall come sixty days prior to the annual meeting.
- 18 Section III. Absence from two consecutive annual meetings auto-
19 matically places the member institution on probation.

ARTICLE VII

Amendments

1 Section I. These By-Laws may be amended at any business session
2 of an annual meeting of the Association by a majority vote
3 of the membership, provided that the proposed amendment has
4 been submitted in writing to the Secretary and by him submitted
5 to all members of the Association in printed or mimeographed
6 form at least thirty days prior to the date of the annual
7 meeting.

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